



COMMUTER CONNECTIONS
REGIONAL TDM MARKETING GROUP
FY2016 MARKETING ACTIVITY

June 21, 2016

PROGRAM OBJECTIVES

- Encourage alternatives to SOV commuting
- Reduce vehicle trips and miles
- Reduce traffic congestion and improve air quality



INITIATIVES

- Ridesharing
- Guaranteed Ride Home
- 'Pool Rewards
- Bike to Work Day
- SafeTrack
- Employer Recognition Awards
- Car Free Day



SPRING SCHEDULE

- JAN Production and Media Placement
- FEB GRH Campaign Launches
- FEB Rideshare Campaign Launches
- FEB Winter Newsletter & E-Newsletter Distributed
- MAR 'Pool Rewards Promotion
- MAY Bike to Work Day Promotion
- JUN Employer Recognition Awards Event

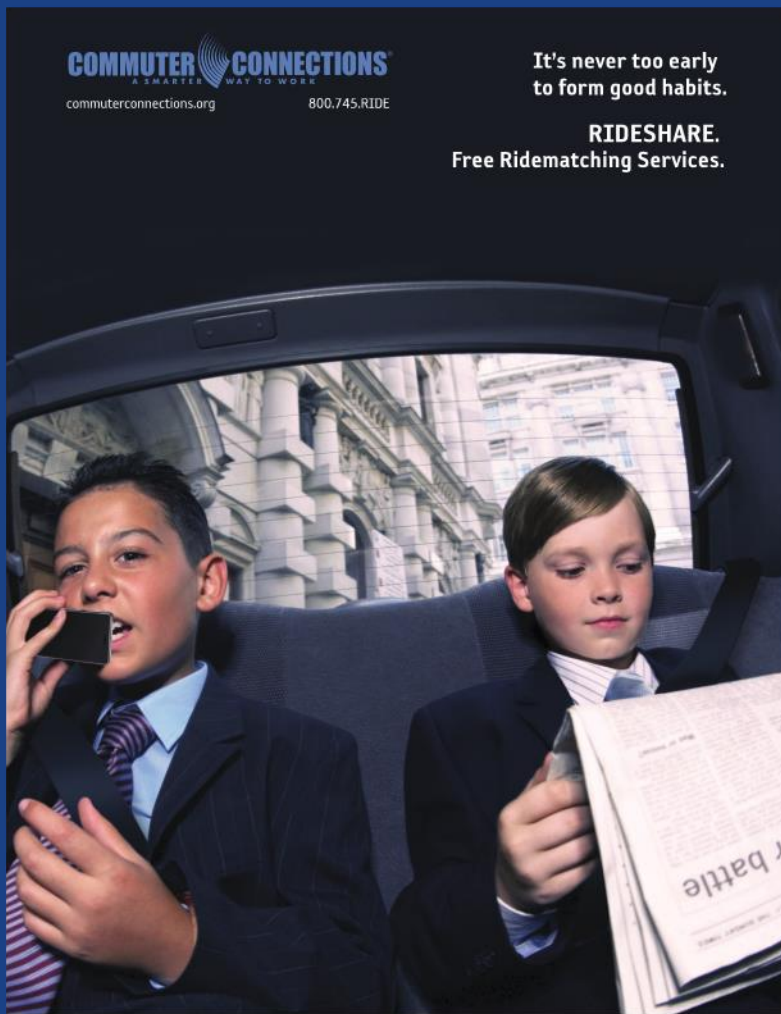


Spring Umbrella Campaign

odonnellCOMPANY

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

CREATIVE



TRADITIONAL VS. NON-TRADITIONAL MEDIA

- Direct response = direct engagement
- Evolution towards non-traditional media = more about what the audience cares about and they opt-in for more on their own
- Social advertising vs. social engagement
- We're seeing results from new tactics used in FY2016

SOCIAL ADVERTISING VS. SOCIAL ENGAGEMENT

According to a New York Times study, people share for these reasons:

to learn: 73% say they process info more thoroughly & thoughtfully when they share

to inform & influence: 49% say sharing changes opinions or encourages action

to help: 94% consider how the share will be useful to recipients

to show identity: 68% say gives people a better sense of who they are & what they care about

to connect: 78% say to stay connected to people; 73% to connect w/ those who share interests

to participate: 69% say they feel more involved in the world

to support: 84% share to support causes they care about

MEDIA BUDGET

Radio \$159,056

Network TV \$ 98,005

Social Media \$ 12,690

Pandora \$ 49,036

Total Paid Media: \$319,057

Added Value: \$ 76,507

Direct Mail: \$ 43,744

Campaign Live: February 2016 – June 2016

SPRING RIDESHARE RADIO ADS

- :30 English radio spots (2)



Kids Stock Market



Kids Stressed Out

- :30 Spanish radio spots (2)



Kids Stock Market



Kids Stressed Out

SPRING RIDESHARE RADIO

Flight dates: Feb 8 – June 26



SPRING RIDESHARE TV AD – “SAVE YOUR SANITY”



Flight dates: 4.18 – 6.27

SPRING RIDESHARE SOCIAL & ONLINE

Flight weeks: 2/8 - 6/20



Facebook



Twitter



Instagram



Pandora

SPRING PAID MEDIA

MEDIA

2/1 2/8 2/15 2/22 2/29 3/7 3/14 3/21 3/28 4/4 4/11 4/18 4/25 5/2 5/9 5/16 5/23 5/30 6/6 6/13 6/20 6/27

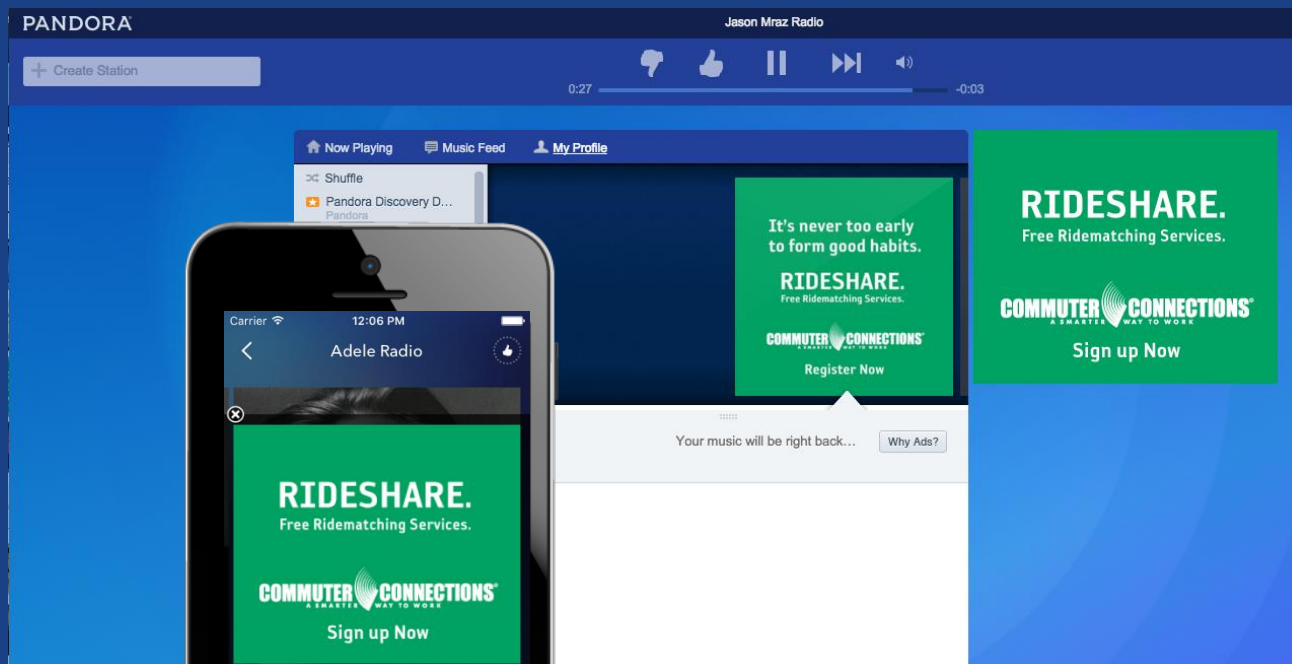
Guaranteed Ride Home

Radio	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Rideshare

Radio	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
TV	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

SPRING RIDESHARE PANDORA ADS



Display & Mobile

SPRING RIDESHARE VALUE AD

Added value includes:

- :30 bonus TV & Radio spots
- :15 reads
- Banner ads



PANDORA AUDIO + DISPLAY ADS

	Impressions	Clicks	Click Thru Rate
Week of 2.8	223,527	771	0.34%
Week of 2.22	223,622	556	0.25%
Week of 3.7	223,598	596	0.27%
Week of 3.21	223,557	555	0.25%
Week of 4.4	223,590	660	0.30%

Benchmark/Average Click Thru Rate = .30%

PANDORA BANNER ADS

	Impressions	Clicks	Click Thru Rate
Week of 2.8	212,765	1,715	0.81%
Week of 2.22	212,700	1,611	0.76%
Week of 3.7	212,670	1,752	0.82%
Week of 3.21	212,763	1,725	0.81%
Week of 4.4	212,696	1,494	0.70%

Benchmark/Average Click Thru Rate = .71%

PANDORA MOBILE ADS

	Impressions	Clicks	Click Thru Rate
Week of 2.8	65,998	617	0.93%
Week of 2.22	65,971	658	1.00%
Week of 3.7	66,065	706	1.07%
Week of 3.21	66,017	768	1.16%
Week of 4.4	65,968	646	0.98%

Benchmark/Average Click Thru Rate = .30%

RESULTS TO DATE: SOCIAL MEDIA

	Impressions	Clicks	Click Thru Rate
Twitter	313,000	536	0.17%
Facebook		13,264	2.87%
Instagram		397	.14%

Facebook Benchmark/Average Click Thru Rate = 0.119%

Twitter Benchmark/Average Click Thru Rate = 1-3%

ANALYTICS TO DATE: CC WEBSITE

Month	FY2015 Web Visits	FY2016 Web Visits	Change
January	12,308	11,990	-2.58%
February	10,960	19,307	76.16%
March	14,919	24,637	65.14%
April	14,185	25,879	82.44%

Web visits increased 46% during the second half of FY16 vs. FY15

We credit website visit surge to increased digital and social media presence across Pandora, Facebook, Twitter, and Instagram

VALUE ADD

Added value from the media outlets including:

- :05 & :10 radio reads
- Homepage takeover
- Banner ads
- E-newsletter promotion
- Billboards & ticker messaging on Comcast SportsNet Baltimore feed

VALUE ADD

wtop | WASHINGTON'S TOP NEWS

75° Washington, DC

LISTEN LIVE 103.5 FM

1:46 pm, May 20, 2016

NEWS ▾ TRAFFIC WEATHER Search

LOCAL Va. • Md. • D.C. • Traffic • Weather • Videos • Elections • Target USA • Podcasts HEADLINES GET ALERTS

EXCLUSIVE

As 1st debris found from Egypt plane crash, no clue on cause

NEW DC fire captain arrested on gun, drug charges

Police investigate early-morning homicide in Fairfax County

German shepherd survives 5 weeks on California freeway

NEW Israel defense minister quits, warns of 'extremist' takeover

Tiny Md. restaurant closes its doors after 92 years

Huge frozen food recall

NEW Metro tells riders to find other ways to get to work

How not to waste money at the

Family breaks silence on Fairfax firefighter's suicide, bullying

Courtesy Facebook/Jennifer Clardy Chalmers

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

Sign up Now

wtop | WASHINGTON'S TOP NEWS

75° Washington, DC

LISTEN LIVE 103.5 FM

1:54 pm, May 20, 2016



Guaranteed Ride Home

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

CREATIVE STRATEGY

- Help audiences to imagine the experiences to motivate them to register and be prepared
- Focus on life's little emergencies

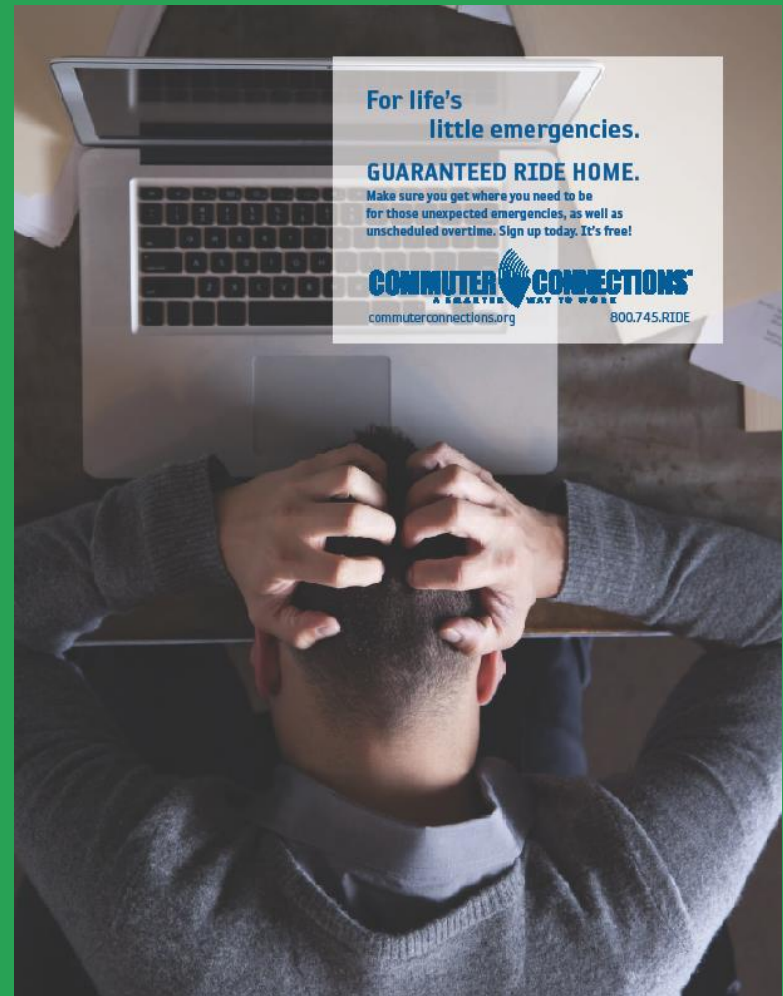
CREATIVE



For life's
little emergencies.

GUARANTEED RIDE HOME.
Make sure you get where you need to be
for those unexpected emergencies, as well as
unscheduled overtime. Sign up today. It's free!

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE



For life's
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GUARANTEED RIDE HOME.
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COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
commuterconnections.org 800.745.RIDE

RADIO

Flight dates: 2.1 – 6.12.16



SOCIAL & ONLINE

Flight Weeks: 2/1 – 6/6



Facebook



Twitter



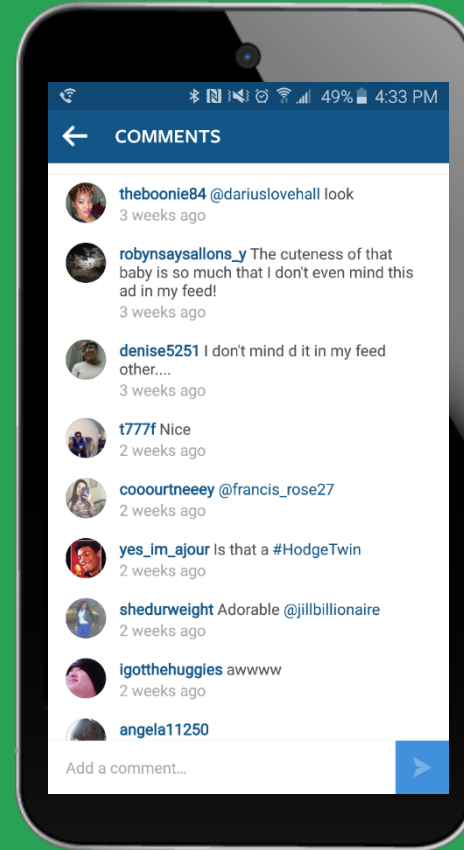
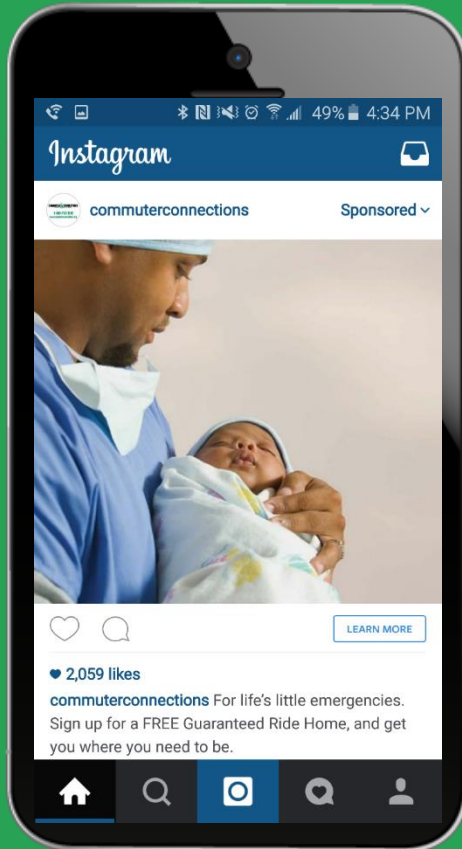
Instagram

Instagram



WTOP and NBC4

SOCIAL & ONLINE



guaranteed ride home

SPRING MEDIA BUDGET

Radio	\$ 181,143
Social Media	\$ 14,850
Online	\$ 17,000
Total Paid Media:	\$ 212,993
Added Value:	\$ 14,850
Direct Mail:	\$ 43,744

Campaign Live: February 1 – June 12, 2016

odonnellCOMPANY



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

SPRING GRH VALUE ADD

Added value includes:

- :30 bonus spots
- Banner ads
- Commuter Connections logo with URL



PROMOTION: WMZQ

- Commuter Connections sponsorship of WMZQFest (concerts)
- Weekly :10 on air-promotions (mentions Commuter Connections as sponsor)
- Total mentions through June 9: 1,042
- Winners receive a pair of concert tickets



Promotional spot

RESULTS TO DATE: WTOP.COM DIGITAL ADS

WTOP.com	Ad Server Imps	Ad Server clicks	Ad Server CTR
Week of 2.1	88,349	149	0.17%
Week of 2.15	86,792	166	0.19%
Week of 3.7	82,285	142	0.17%
Week of 3.21	79,339	114	0.14%
Week of 4.3	77,398	228	0.29%
Week of 4.18	84,794	521	0.61%
Week of 5.1	82,729	213	0.26%
Week of 5.16	83,507	265	0.32%
Week of 5.23	71,020	275	0.39%

Benchmark/Average Click Thru Rate = 0.09%

RESULTS TO DATE: SOCIAL MEDIA

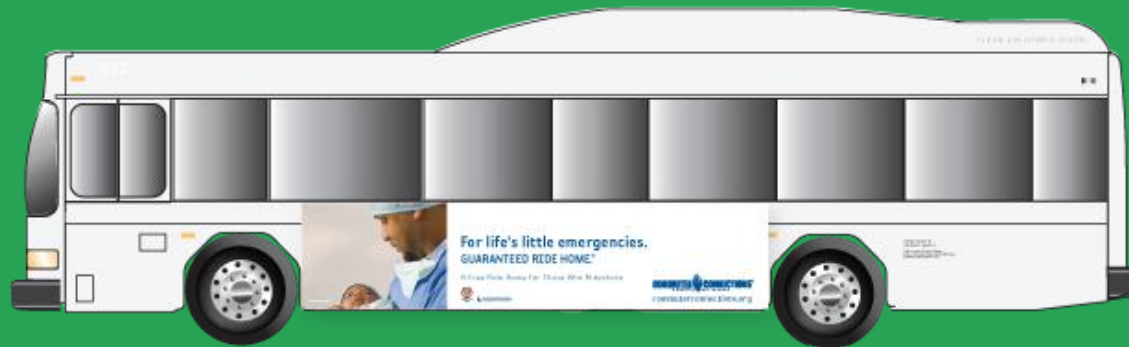
	Impressions	Clicks	Click Thru Rate
Twitter	564,000	887	0.16%
Facebook		13,970	2.86%
Instagram		419	0.09%

Facebook Benchmark/Average Click Thru Rate = 0.119%

Twitter Benchmark/Average Click Thru Rate = 1-3%

guaranteed ride home

DONATED TRANSIT PLACEMENTS



odonnellCOMPANY



guaranteed ride home

PRINT PLACEMENTS

Double up and
save some money
to boot.

RIDESHARE.
Free Ridematching Services.

Sign up today.



commuterconnections.org

800.745.RIDE



DCMilitary.com Magazine Ad

odonnellCOMPANY



EARNED MEDIA

OBJECTIVES

- Increase impressions
- Build trust

STRATEGY

- Position as key resource & innovator
- Promote economical, environmental, and social benefits

RESULTS COMBINED RIDESHARE & GUARANTEED RIDE HOME



2,444
APPLICATIONS

GUARANTEED RIDE HOME
FIRST QUARTER 2016

10%
INCREASE



2015 JAN-MAR

2016 JAN-MAR

RIDESHARE APPLICATIONS



'Pool Rewards

odonnellCOMPANY

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK

STRATEGY

Promote benefits & encourage registration

Use new & traditional media



MEDIA BUDGET

TV	\$ 38,908
Facebook	\$ 2,100
Twitter	\$ 2,100
Total Paid Media	\$ 43,108
Added Value:	\$ 910,800



Campaign Live: February – March 2016


CREATIVE - TV AD



SOCIAL MEDIA

Commuter Connections
Sponsored · 🌐

You plus a friend equals \$130 - what's not to like? Start or join a new carpool and earn with 'Pool Rewards!




Form a Carpool, Earn CASH
Sharing a ride can get you that ext... [Sign Up](#)

tdm.commuterconnections.org

Facebook ads

Commuter Connections X

Get an extra boost to get that latte' or just help on gas. 'Pool Rewards!
Click or 800.745.RIDE




'Pool Rewards

Commuter Connections X

Promoted by Commuter Con

Gas prices are never down enough! Carpool & get rewarded - with 'Pool Rewards.
Click or 800.745.RIDE

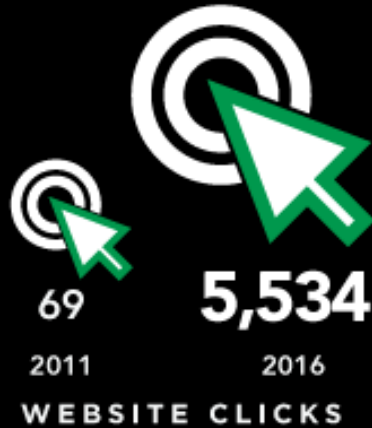


'Pool Rewards [Sign up](#)

Promoted by Commuter Connections

Twitter ads

RESULTS TO DATE: SOCIAL MEDIA





Bike to Work Day

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

STRATEGY

STRATEGY

Promote bicycling as a viable commute alternative

Build regional participation

Engage employers and organizations



STATISTICS

State of Commute 2013

Table 4, pg 29 Bike/Walk by Sex

Male	2%
Female	2%

Table 5, pg 29 bike/walk by ethnic group

Hispanic	1%
White	3%
AA	1%
Asian	2%

MEDIA BUDGET

Radio: \$ 54,986

Net spend: \$ 54,986

Added Value: \$ 2,250



PROCLAMATION



Signed
April 20, 2016

- Greg Billing – WABA Executive Director
- Timothy Lovain - TPB Chair and Alexandria City Councilmember
- Bridget Newton – Mayor City of Rockville
- Elissa Silverman– DC Councilmember
- Nicholas Ramfos– COG/TPB Director of Transportation Operations Programs

2016 SPONSORS

Gold Level

Takoma Bicycle



Silver Level



Bronze Level



SPONSOR CONTRIBUTIONS

Cash sponsors secured, final:

\$43,350

In-Kind Sponsorship total:

\$9,945

Grand Total: \$53,295



POSTER

BIKE TO WORK DAY 2016 FRIDAY MAY 20

Pre-register by May 13 for Free T-shirt* and Bike Raffles!
 FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Visit biketoworkmetrodc.org for pit stop locations & times.
 *T-shirts available at pit stops to first 15,000 who register.
 Over 80 pit stops throughout D.C., Maryland, and Virginia.

#BTWD2016

Register free at BIKETOWORKMETRODC.ORG or call 800.745.7433

Bike to Work Day is also Fended by D.C., MD, VA and U.S. Departments of Transportation

DÍA DE LA BICICLETA PARA IR AL TRABAJO 2016 VIERNES 20 DE MAYO

Regístrese previamente antes del 13 de Mayo para una camiseta gratis*, y el sorteo de bicicletas.
 COMIDA GRATIS, BEBIDAS Y OBSEQUIOS PROMOCIONALES en todas las ubicaciones.

Visit biketoworkmetrodc.org para saber más detalladamente las ubicaciones de salida y los horarios.
 *Camisetas disponibles en las ubicaciones de salida a los primeros 15,000 participantes que se registran.

Más de 80 ubicaciones de salida para el día de la bicicleta para ir al trabajo situadas en D.C., Maryland, y Virginia.

#BTWD2016

Regístrese gratis en BIKETOWORKMETRODC.ORG o llame al 800.745.7433

Día de la Bicicleta Para Ir al Trabajo and Fended es también por los Departamentos de Transporte del Distrito de Columbia, Maryland, Virginia, y el gobierno Federal.

T-SHIRT



RACK CARD



BIKE TO WORK DAY 2016
FRIDAY MAY 20

Register free at
www.BIKETOWORKMETRODC.org
or call 800.745.7433

Pre-Register by May 13
for free T-shirt* and bike raffle!

FREE FOOD, BEVERAGES and GIVEAWAYS at all locations

Over 80 Bike to Work Day pit stops located in D.C., Maryland and Virginia

Visit www.biketoworkmetrodc.org for specific pit stop locations and times.

*T-shirts available at pit stops to first 15,000 registrants.

  #BTWD2016 



COMMUTER CONNECTIONS[®] WASHINGTON AREA BICYCLE ASSOCIATION

Takoma Bicycle REI ICF INTERNATIONAL

LOCAL MOTION BICYCLE SPACE Bike to Work Arlington

Tools & More The JBG Companies Marriott

AASHID FAIR LAKES BIKE TO WORK

CRYSTALride Giant AAA

BIKERBYBONNA KIMPTON[™] hotels & restaurants

FELT goDCgo ABUS

BROMPTON BicyclePASS carworlde

Bike to Work Day is also funded by the District of Columbia, Maryland, Virginia and U.S. Departments of Transportation.



 Printed on recycled paper

PIT STOP BANNER



EDGEWOOD-MET BRANCH TRAIL

On the Metropolitan Branch Trail
Above Rhode Island Avenue, NE
7:00 am to 9:00 am



Takoma Bicycle



**BIKE TO
WORK
DAY 2016**
FRIDAY MAY 20



Register at BIKETOWORKMETRODC.ORG or call 800.745.7433



- HOME
- EMPLOYER RESOURCES
- EVENT INFO
- FIRST TIME RIDER INFO
- REGISTER
- SPONSORS

Bike to Work Day

On Friday May 20, 2016 Commuter Connections and the Washington Area Bicyclist Association invite you to celebrate bicycling as a clean, fun, and healthy way to get to work. Attend one of 83 pit stops in D.C., MD, and VA to receive refreshments, and be entered into a raffle for bicycles being given away.



[Register Free Today!](#)

Pit Stops

Eighty three pit stops will host Bike to Work Day events throughout D.C., Maryland and Virginia. Take a break at a pit stop on your way to work for lots of food, fun and prizes. Register now, it's free! There are also a few pit stops open for your afternoon commute back.

[Read More...](#)

Commuter Convoys

Bicycle commuter convoys are forming now for Bike to Work Day on May 20th. All bicyclists are welcome to join the free convoys and there's no need to sign up. Convoys are led by experienced bicycle commuters.

[Read More...](#)

Sponsors

Takoma Bicycle

Event Poster

A PDF of the new Bike to Work Day 2016 event poster is now available!

[Click here to see this year's event poster](#)

Find a Ride Buddy

Use the Washington Area Bike Forum to find a ride buddy for Bike to Work Day, or join an online discussion about bicycling in the Washington, D.C. area.

[Read More...](#)

Increase Bicycling Skills

WABA's adult bicyclist education opportunities are available throughout the Washington region for a wide range of skill sets, from beginners to advanced. There are also seminars for commuting to work.

[Read More ...](#)

TWITTER



BIKE TO WORK DAY 2016

FRIDAY MAY 20

800.745.RIDE www.biketoworkmetrodc.org



Commuter Connections
@BikeToWorkDay

Commuter Connections is a regional network of transportation organizations coordinated by the Metropolitan Washington Council of Governments.

Washington DC
biketoworkmetrodc.org
Joined April 2009

28 Photos and videos

Tweets 228 | Following 275 | Followers 1,844 | Likes 167 | Lists 2

Tweets | Tweets & replies | Media

Commuter Connections @BikeToWorkDay · Apr 21
COG's @RegionForward TPB @NatCapRegTPB approved a regional Bike to Work Day Proclamation for the May 20th event.

Commuter Connections Retweeted

New to Twitter?
Sign up now to get your own personalized timeline!

[Sign up](#)

You may also like

- WABA @WABADC
- BikeArlington @BikeArlington
- Capital Bikeshare @cbbkshare
- goDCgo @goDCgo
- Wash Cycle @Wash_cycle

Trends

- #Strangewich
- #Strangewich?
- #Strangewich?
- #AskTeamCap

FACEBOOK

BIKE TO WORK DAY 2016
FRIDAY MAY 20

www.biketoworkmetrodc.org
800.745.RIDE

Sign Up Liked Message

Bike to Work Day
Non-Profit Organization

Timeline About Photos Reviews More

Search for posts on this Page

2,030 people like this
Jason LaRosa

39 people have been here

Invite friends to like this Page

4.1 of 5 stars · 15 reviews
View Reviews

ABOUT

H St NW H St NE

777 N Capitol St NE
Washington, DC Save

Status Photo / Video

Write something on this Page...

Bike to Work Day
April 21 at 12:59pm

Regional Bike to Work Day Proclamation signed yesterday by the Transportation Planning Board's Chairman Tim Lovain

WOMEN & MINORITY OUTREACH

A promo toolkit was developed for women, minority, and community organizations to promote BTWD to members:

- US Black Chamber
- Greater Washington Women's Network
- Washington DC Women's Business Center
- DC Bike Party
- Bike House
- Gearin' Up Bicycles
- DC Parks & Recreation Department

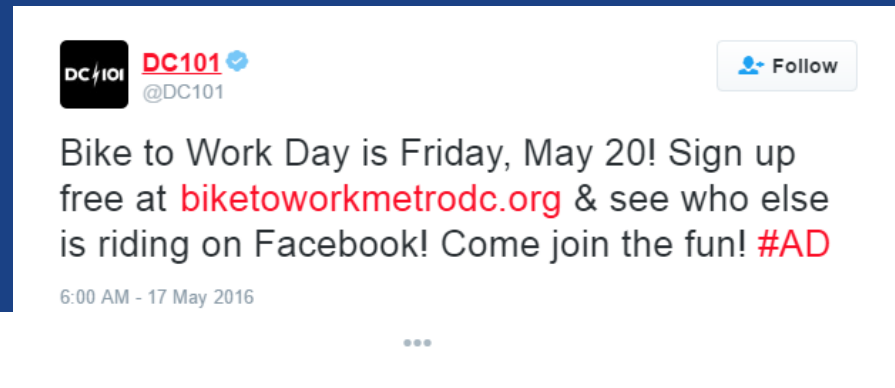
WOMEN & MINORITY MINI-CAMPAIGN

Leverage interviews with Bike Advocates

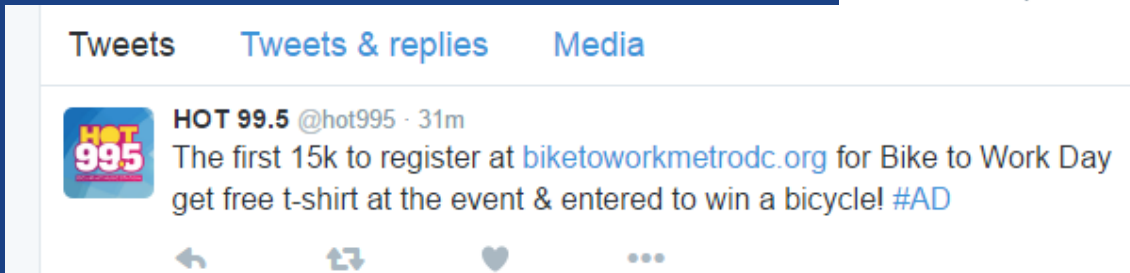
- Preface the bike advocate podcast and social series with BTWD/MWCOG blog post
- Podcast interviews with TPB Member woman/minority bike advocates featuring:
 - DC Councilmember, Elisa Silverman
 - Frederick County Alderman, Kelly Russell
 - Fairfax County Supervisor, Cathy Hudgins
- Bike advocate endorsements posted on social accounts and updated bicycling to work guides, featuring:
 - Sterling Stone, Gearin' Up Bicycles
 - Lia Seremetis, DC Bike Party founder

VALUE ADD

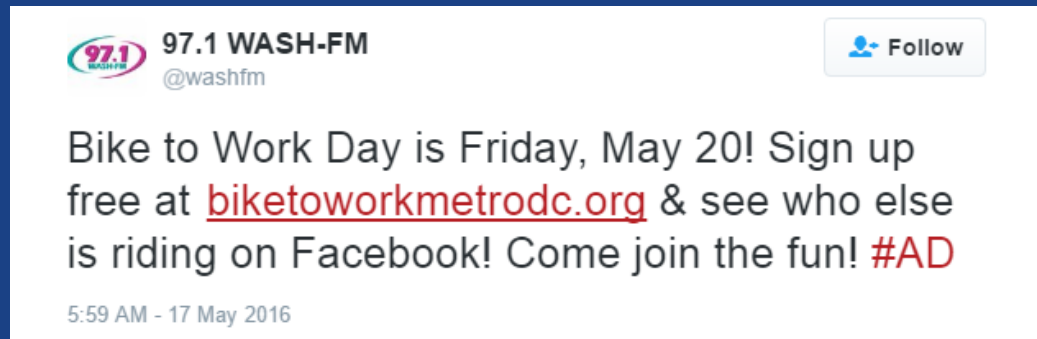
Radio Station Tweets



A screenshot of a tweet from the radio station DC101 (@DC101). The tweet is dated 6:00 AM - 17 May 2016. It promotes the Bike to Work Day event on Friday, May 20, 2016. The text of the tweet is: "Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD". There is a "Follow" button in the top right corner of the tweet card.



A screenshot of a tweet from the radio station HOT 99.5 (@hot995). The tweet is dated 31m. It promotes the Bike to Work Day event. The text of the tweet is: "The first 15k to register at biketoworkmetrodc.org for Bike to Work Day get free t-shirt at the event & entered to win a bicycle! #AD". The tweet card shows navigation options: "Tweets", "Tweets & replies", and "Media".



A screenshot of a tweet from the radio station 97.1 WASH-FM (@washfm). The tweet is dated 5:59 AM - 17 May 2016. It promotes the Bike to Work Day event. The text of the tweet is: "Bike to Work Day is Friday, May 20! Sign up free at biketoworkmetrodc.org & see who else is riding on Facebook! Come join the fun! #AD". There is a "Follow" button in the top right corner of the tweet card.

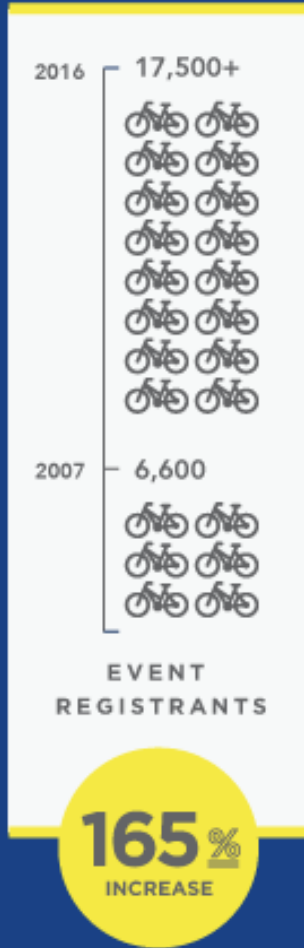
EVENT MAY 20, 2016



EVENT MAY 20, 2016



RESULTS



EVENT PARTICIPATION CONTINUES TO GROW!



1,307

ORGANIC POST REACH BIKE TO WORK WEEK
PAGE VIEWS UP
123 NEW FOLLOWERS



15,000

 TEES IN 2016

SafeTrack

- Press Release
- Targeted e-blasts to commuters and employers near affected areas
- PSA's

Media Budget

- Radio \$8,325
- Digital \$1,675
- Print \$4,917
- Social \$2,000
- Total \$16,917**

SafeTrack

- Landing Page

The screenshot shows the website header with the logo "COMMUTER CONNECTIONS®" and a "Select Language" dropdown. The navigation menu includes: HOME | ABOUT US » | COMMUTERS » | EMPLOYERS » | NEWS & EVENTS » | QUICK LINKS » | RESOURCES ».

SafeTrack Plan

SafeTrack is a massive, comprehensive effort to address safety recommendations and rehabilitate Metrorail system on accelerated basis by expanding ALL available maintenance windows. The accelerated plan will accomplish 3 years worth of work in approximately 1 year by extending track-work hours to weeknights, weekends, midday hours and during certain rush hours – both above ground and in tunnels. During this time, line segment shutdowns of less than one month.

[SafeTrack Plan](#) – Click here to see the full SafeTrack plan

[SafeTrack Memo](#) – Click here to see the SafeTrack Memo from FTA

[SafeTrack Service Plans and Customer Impacts](#) – Click here for more information on the surge impact on

News & Events

Upcoming Events
Construction Projects

- **SafeTrack Plan**
 - June 4 – 16 Ballston to East Falls Church
 - June 18 – July 3: Eastern Market & Minnesota Ave/Benning Road
 - July 5 – 11: National Airport & Braddock Road
 - July 12 – 18 Reagan National Airport to Pentagon City
 - July 20 – 31 Ballston to East Falls Church
 - August 1 – 7 Takoma to Silver Spring
 - August 9 – 18 Shady Grove to Twinbrook
 - August 20 – September 5 Franconia-Springfield to Van Dorn Street
 - September 9 – October 20 Vienna to West Falls Church
 - October 10 – November 1 Fort Totten to

SafeTrack

- Radio :30
- 70 ads
- June 2016



SafeTrack

- Online animated digital ads
- Run of site/multi-platform
- 167,500 impressions
- June 2016




metrorail SafeTrack
is now UNDERWAY!



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A digital advertisement for SafeTrack. The top half has a purple background with white text. Below is a photograph of construction workers in orange safety vests and hard hats working on a rail track. The bottom half has a green background with white text for the Commuter Connections logo and phone number.

metrorail
SafeTrack
is now
UNDERWAY!



COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A digital advertisement for SafeTrack, similar to the one in the middle but with a purple background for the top section.

metrorail SafeTrack
is now UNDERWAY!

A digital advertisement for SafeTrack with a purple background and a photograph of construction workers.

COMMUTER CONNECTIONS
A SMARTER WAY TO WORK
(800) 745-7433

A digital advertisement for Commuter Connections with a green background and white text.

SafeTrack

- Washington Business Journal
- SafeTrack resource guide special publication
- In conjunction with the Greater Washington Board of Trade
- Full page/color 9.5" x 13.58"

WASHINGTON
BUSINESS JOURNAL



SafeTrack

Metro SafeTrack repair work is underway. Single-tracking, station shutdowns, crowding, and longer wait times are expected.

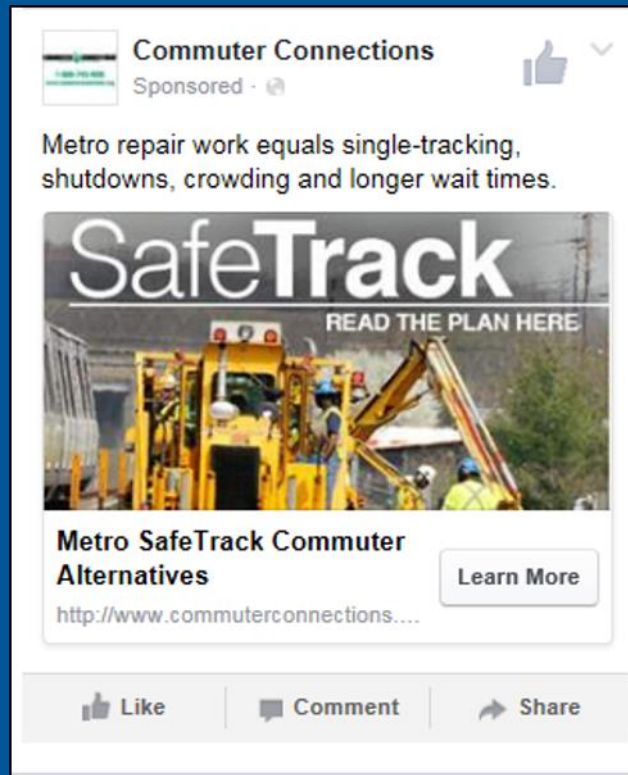
Your commute should be stress free.
Contact Commuter Connections and learn about all your options.

RIDESHARE.
Free carpool matchlist & bus, commuter rail, bicycling, walking or telework information.

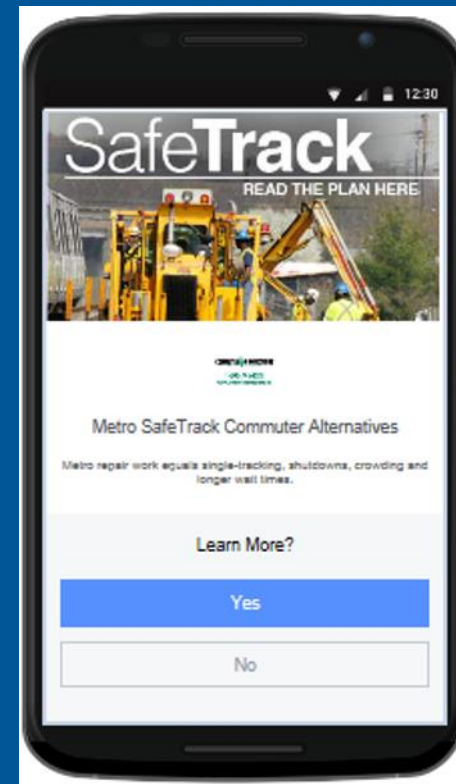
COMMUTER CONNECTIONS
A SMART WAY TO WORK
800.745.RIDE | commuterconnections.org

SafeTrack

- Facebook Ads



A screenshot of a Facebook advertisement. At the top left is the logo for 'Commuter Connections' with the text 'Sponsored'. To the right is a thumbs-up icon and a dropdown arrow. Below this is the text: 'Metro repair work equals single-tracking, shutdowns, crowding and longer wait times.' The main image is a construction site with yellow machinery, overlaid with the text 'SafeTrack' in large white font and 'READ THE PLAN HERE' in smaller white font. Below the image is the text 'Metro SafeTrack Commuter Alternatives' and a 'Learn More' button. At the bottom of the ad are icons for 'Like', 'Comment', and 'Share'.



A screenshot of a smartphone displaying the same Facebook ad. The phone's status bar at the top shows the time as 12:30. The ad content is scaled to fit the screen, showing the 'SafeTrack' logo, the construction image, the text 'Metro SafeTrack Commuter Alternatives', and the 'Learn More?' question with 'Yes' and 'No' buttons.



the 2016 ALL-STARS
of commute programs

employer recognition awards

2016 EMPLOYER RECOGNITION AWARDS

STRATEGY

Recognize regional employers who deliver measurable commuter benefits

- Newsletter Story
- Email blast
- Paid & Earned media
- Social Media

Help winners leverage recognition

- Employer Winner Kit



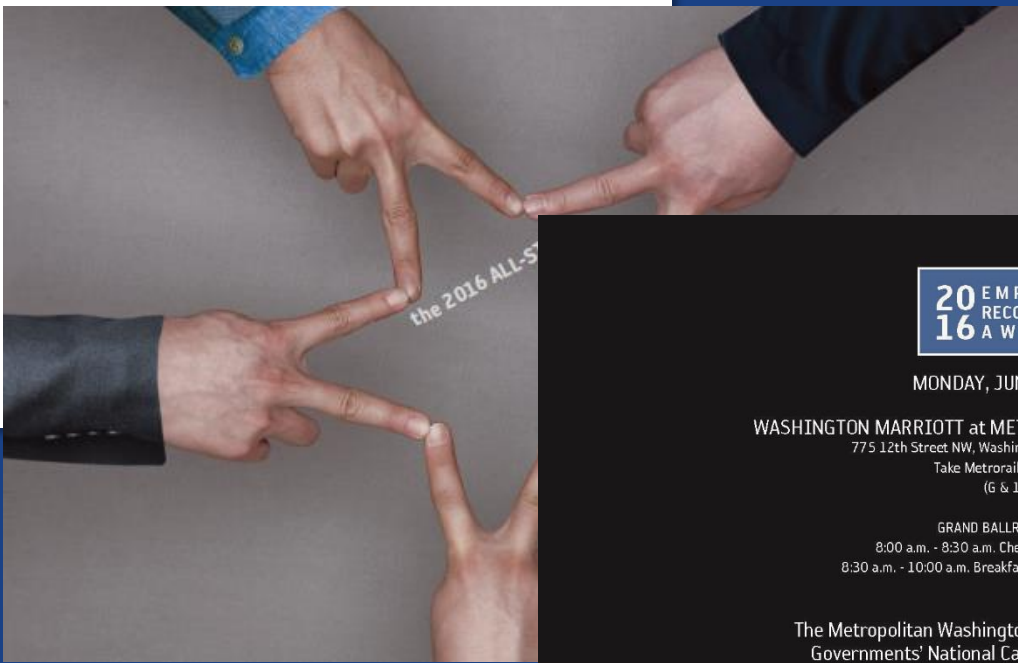
INVITATION



Metropolitan Washington Council of Governments
777 N. Capitol Street, NE, Suite 300
Washington, DC 20002-4290

PRESORTED
FIRST CLASS
U.S. POSTAGE
PAID
Permit No. 9770
Washington D.C.

20 EMPLOYER
RECOGNITION
16 AWARDS



20 EMPLOYER
RECOGNITION
16 AWARDS

MONDAY, JUNE 27, 2016

WASHINGTON MARRIOTT at METRO CENTER
775 12th Street NW, Washington D.C. 20005
Take Metrorail to Metro Center
(G & 12th Streets Exit)

GRAND BALLROOM SALONS AB
8:00 a.m. - 8:30 a.m. Check-in/Coffee Tea
8:30 a.m. - 10:00 a.m. Breakfast and Ceremony

RSVP www.commuterconnections.org/rsvp
by JUNE 14, 2016. For questions contact
bbrown@mwco.org, 202.962.3327.

Hosted by
The Metropolitan Washington Council of
Governments' National Capital Region
Transportation Planning Board

We congratulate employers in the Washington
metropolitan region that voluntarily initiated
programs encouraging employees to use
commute alternatives.

AWARDS are given in the categories of
INCENTIVES, MARKETING & TELEWORK.



PROGRAM BOOKLET



PODIUM SIGNAGE



2016 NOMINEES

Association of Financial Professionals
DrFirst.com, Inc.
Eastern Research Group
Georgetown BID
Lerch Early & Brewer
MITRE Corp
National Rec & Parks Assoc.
TCG

Toole Design Group
United Bank
United Therapeutics Corps.
United Educators
Washington Gas
Wedding Wire
Wells Fargo

Winners to be announced June 27 at Washington Marriott at Metro Center



newsletter

odonnellCOMPANY

COMMUTER CONNECTIONS[®]
A SMARTER WAY TO WORK

OBJECTIVES


- Create loyalty and brand awareness
- Develop relationships and trust

STRATEGY

- Published quarterly and reaches
 - Employers
 - Committee members
 - Other TDM stakeholders

- E-Newsletter delivered quarterly to employer database


PRINT



Issue 2, Volume 20 Spring 2016 **WHAT'S INSIDE**

- 2 DC Tips for Walking and Bicycling to Work
- 3 Rideshare Spreading in Fairfax County
- 3 BikesareRiders Safer Than Bike Owners
- 4 Metro Turns 40 with Improvements on the Way

The Commuter Information Source for Maryland, Virginia, and the District of Columbia



COMMUTER CONNECTIONS – CONTINUAL SUPPORT TO THE REGION



Commuter Connections has a host of programs available to your company and your employees. Created in 1974 as the "Commuter Club," Commuter Connections is a regional network of transportation organizations coordinated under the National Capital Region Transportation Planning Board at the Metropolitan Washington Council of Governments. By 1994 the network had grown in membership to include all Washington D.C. area local governments, select federal agencies, several Transportation Management Associations, and local jurisdictions from the Baltimore region, Maryland, and Northern Virginia.

In 1996 and 1997, the services provided had grown beyond just Ridematching to include transit route and schedule information, a regional Guaranteed Ride Home program, bicycling to work information, park-and-ride lot and HDV lane information, telework program assistance, InfoExpress commuter information kiosks, commuter information services

through the Internet, and employer services. Additionally, a regional carpool incentive was introduced in 2010 under the "Pool Rewards" moniker, and expanded in 2012 to include a vanpool incentive. Commuter Connections also coordinates several regional programs each year, including Bike to Work Day, Car Free Day, and an Employer Recognition Awards program.

Ridesharing
As one of the primary services of Commuter Connections, ridesharing, is defined in simple terms as the act of sharing the ride and cost to get to and from work. Through Commuter Connections' Ridematching system, employees can find other commuters going their way. There are currently more than 17,500 commuters in the database. Commuter Connections also has a mobile-friendly website and app to give commuters access to its programs from their smartphones and tablets.

Continued on page 2

Spring 2016

FEDERAL ETC UPDATES

Employee Transportation Coordinator

NEW MARK CENTER BUS ROUTES



In February, the Virginia Department of Rail and Public Transportation (DRPT) launched two new OmniRide commuter bus routes to the Mark Center in Alexandria.

The new routes, operated by the Potomac and Rappahannock Transportation Commission (PRTC), will start in Dale City and Lake Ridge. Both routes will offer four trips during the morning and afternoon rush hours, enabling a convenient ride in the I-95 Express Lanes, and using the new I-395 HDV ramp at Seminary Road.

The Dale City route will start at the Dale City commuter lot at Dale Boulevard and Minnieville Road. It will serve stops along Dale



Boulevard before traveling to the Mark Center. The Lake Ridge route will offer four morning trips starting at the Tacketts Mill commuter lot and will also serve the Lake Ridge commuter lot, with stops along Old Bridge Rd, and the Gordon Blvd/Rt 123 Old Bridge commuter lot. Its final local stop before heading to the Mark Center will be the I-95/Route 123 commuter lot. Fares will be the standard OmniRide commuter bus one-way fare of \$6.20 with a SmarTrip card or \$8.30 cash.

With the operating expenses paid for through DRPT and the buses purchased by PRTC, there will be no cost to Prince William County. "Not only will these routes reduce traffic on our roads and aid in the protection of our environment, but they will do so without costing the County a single penny," said Prince William County Supervisor Frank J. Principi, who serves as chairman of the PRTC Board of Commissioners.

"We know that the operational support and capital assistance DRPT is able to provide to our partners at PRTC for the new Dale City and Lake Ridge services will be extremely beneficial to transit in the area," Agency Director Jennifer Mitchell said. "These new buses and routes will provide essential mobility options for commuters in the I-395 corridor facing daily traffic congestion."

The Mark Center currently is home to the Department of Defense's Washington Headquarters Services as well as other Department of Defense agencies. Mark Center schedules are available online at www.PRTCtransit.org.



Spring Newsletter

E-NEWSLETTER

Not coming through? Click here to view in browser.



The Commuter Information Source for MD, VA, and Metropolitan D.C.



Commuter Connections - Continual Support to the Region

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[Read more](#)



DC Tops for Walking and Bicycling to Work

The Alliance for Biking and Walking recently released a report naming the D.C. area a top major U.S. city for bicycling and walking to work.

[Read more](#)

Bikeshare Sprouting in Fairfax County

In January, the Fairfax County Board of Supervisors approved a \$1.7 million plan to bring bikesharing to Reston and Tysons.

[Read more](#)

Metro Turns 40 with Improvements on the Way

The Washington Metrorail system opened in 1976, ushering in a new and exciting era as the region's transportation gem.

[Read more](#)



National Capital Region Transportation Planning Board
Metropolitan Washington Council Of Governments
777 North Capitol Street, NE • Suite 300 • Washington, DC 20002

If you wish to unsubscribe from all future emails, please click [here](#).

www.commuterconnections.org

FY2017 CAMPAIGN DEVELOPMENT TIMELINE

Review Research, Trends, and Prior Campaign Results	July 2016
Write Marketing Communications Plan	July 2016
Reg TDM Marketing Group Feedback via SharePoint	Aug 2016
Conceptual Approaches at Reg TDM Marketing Mtg	Sep 2016
Feedback from Marketing Workgroup	Oct 2016
Refine, Develop and Finalize	Nov 2016
Media Selection	Dec 2016
Production and Distribution to Media	Jan 2017
New FY17 Creative Campaign Goes Live	Feb 2017



Q&A

FREE SHUTTLE
In the direction of
Gallery Place

7133